TE/ENG 466: High-Tech Venture Marketing (Fall 2015)

Credit: 2 credit hours
Professor: Dr. Shahbaz Gill

TEXT & REQUIRED MATERIALS:


1. Required purchase of Harvard Business School Pricing Simulation: Universal Rental Car V2. Instructions to be posted on Compass. Cost will be $15. To register for the simulation visit: https://cb.hbsp.harvard.edu/cbmp/access/38297280

2. Broadband access to the Internet and your IL Compass account.

Office Hours: Visit weekly agenda in Compass

E-Mail:

1. Please use Class Discussion Forum for general questions.

2. Dr. Shahbaz Shabbir: shahbaz@illinois.edu

   Use only for questions you do not want to share in class discussion forum.

COURSE DESCRIPTION:

In this course, we will study how to properly segment the market and target the right customer(s), differentiating the product/service offerings, formulating pricing and distribution channels, forming the alliances and network relationships necessary for dynamic, global marketplaces. This course focuses on these issues for start-up companies selling technology-based products and integrates the impact of strategic marketing decisions on the financial performance of the enterprise.

Course Objectives:

- To understand entrepreneurial marketing
- To apply entrepreneurial marketing principles to high-tech industry
- To develop a working vocabulary regarding these subjects and to become familiar with theories and concepts regarding them.
- To understand the application of course concepts to real world high-tech marketing

LEARNING OUTCOMES:

The learning outcomes of this course are as follows:

- Students will possess knowledge of high-tech marketing, the foundations of marketing strategy & the elements of a marketing plan.
• Students will make marketing decisions based on ethical knowledge.
• Students will be able to solve marketing related problems and manage the whole marketing process, to integrate marketing frameworks with financial results and business models.
• Students will demonstrate awareness of future trends in high-tech marketing practice.
• Students will demonstrate critical thinking skills by analyzing marketing problems, applying proper logic
• Students will demonstrate an ability to design a process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.
• Students will be able to function on multidisciplinary teams
• Students will be able to identify, formulate, and solve the critical problems.
• Students will possess understanding of professional and ethical responsibility
• Students will recognize the need for, and an ability to engage in life-long learning
• Students will be able to get the knowledge of contemporary issues in Marketing

RESPONSIBILITIES OF STUDENTS

• For this ENG/TE 466 class, a typical week begins on Monday and ends Sundays at midnight.
• All assignments are due on Sunday at 11:59 p.m. (CST) to be precise.
• The weekly agenda will highlight the student responsibilities for the week.
• Each week will have assigned reading(s) from the text. Students should read each chapter carefully and take the post chapter quizzes.
• There may be other assignments such as Marketing Article Analysis Assignments, Brand yourself assignment and Marketing Plan assignment during certain weeks. Please see the weekly module on Compass for details.
• Keep abreast of what is happening in the course. Do not feel intimidated. Ask for help, if (and when) you need it.

GRADING

Your final grade in this class will be determined by your performance on:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
<th>%</th>
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<tbody>
<tr>
<td>1. Marketing Article Analysis Assignments</td>
<td>100</td>
<td>10%</td>
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<tr>
<td>2. Weekly Post-Chapter Quizzes</td>
<td>200</td>
<td>20%</td>
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<tr>
<td>3. Self-branding Assignment</td>
<td>100</td>
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<tr>
<td>4. Marketing Plan Assignment</td>
<td>100</td>
<td>10%</td>
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<tr>
<td>5. Harvard Pricing Simulation</td>
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We may offer extra credit opportunity in this course so do not worry about A grade starting from 93%.

Final grades will be assigned strictly based on the following point scale. NO FINAL GRADE WILL BE ROUNDED.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
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<tbody>
<tr>
<td>930-1000 = A</td>
<td>875 - 899 = B+</td>
<td>775 - 799 = C+</td>
<td>675-699 = D+</td>
<td>&lt; 600 = F</td>
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<tr>
<td>900 – 929 = A-</td>
<td>825 - 874 = B</td>
<td>725 – 774 = C</td>
<td>625 – 674 = D</td>
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<tr>
<td></td>
<td>800 - 824 = B-</td>
<td>700 – 724 = C-</td>
<td>600 - 624 = D-</td>
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Grades will be accessible by password on IL Compass only. For your security, grades will not be provided by phone or email. Grades are not negotiable. Students with extenuating circumstances which require them to receive a certain grade or maintain a particular GPA (e.g., graduation, loss of a scholarship, University probation or suspension, loss of a job offer, revocation of student Visa, etc.) need to realize that they are responsible for working hard to achieve the needed class grade. Please ask for help if you see that you are falling short of the grade that you expect or need. We want students to succeed but you must know that we cannot make exceptions for individual students. Grades can be changed only if I have made an input or calculation error. It is important that you check your class grades and immediately notify me of any discrepancies.

Grading Components

1. Marketing Article Analysis Assignment

We will have 8 marketing articles during the semester. Marketing article assignment provides you a great opportunity to not only understand newest marketing trends and hotspots, but also develop strategic and critical thinking. At the first class, you’ll need to form a group of 4~5 people in size, for which you’ll work together for both the marketing article presentation and the Marketing Plan Assignment.

Each team should sign up for ONE article that may be of interest of you at the first class and is responsible for presenting the article you pick in front of the class, concluding main idea, identifying issues or problems raised, analyzing affecting factors, stating your opinion about the topic, raising 2-3 questions based on the article and leading class discussion.

For other weeks you are not presenting the article, participation in discussion and questioning are assumed, and a post-discussion summary is required. That is to say, each
group is responsible for presenting ONE article (exempt from the post-discussion summary) while each student is responsible for submitting individual assignments for the rest SEVEN articles. You are supposed to include the main idea of the article, the issues or problems raised in the article, your opinion on the topic, and what you have learnt from the class discussion in the summary. The summary should be up to one page, single-spaced, 12 pts font and standard margin. A hard copy of the summary should be turned in the following week of the presentation, before class begins. Late submission will not be accepted. The total grades for marketing article are 100 points, with 30% for your presentation and 70% for class participation and post-discussion summaries.

2. Post-Chapter quizzes

Throughout the semester, 13 online quizzes covering textbook material from a particular chapter will be required. All quizzes do not carry equal points, some post quizzes carry 10 points and others may contain 20 points. Each quiz will cover material from specific chapters of the book. The pedagogical purpose of these quizzes is to ensure that you have read and understood the textbook chapters. Students will have 40 minutes to complete the 20 question quizzes once they begin. You have to complete it within these 40 minutes; you cannot save and resume your quiz afterward.

3. Self-branding assignment

In 1997, Tom Peters, the famous consultant wrote the following in Fast Company: “Big companies understand the importance of brands. Today, in the Age of the Individual, you have to be your own brand. Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.”

This assignment is about creating your own personal/professional brand strategy. After your stint at Illinois, if you want to be an entrepreneur and start your own company, you need to be differentiated and stand out. A well done assignment can help you understand what makes you tick and help you communicate that message effectively. The output of this exercise is for you to have a clear understanding of what makes you competent to be an excellent entrepreneur. You must find out and deliver your strength to prospective partners, employees and investors.

Your assignment has to include the elements below, and will be delivered as a video, audio or text file. Details about the delivery included at the end.

Step 1. Self-analysis: Do a strengths / weaknesses analysis of yourself. What are the attributes / characteristics that make you distinctive from your colleagues or competitors? What is your strong suit? What needs improvement? This will help you
understand what you must focus on in the future.

Step 2. External analysis: Talk to your family and friends. What do they say about you? What do they say is your greatest and clearest strength? Your best personal trait? Your weaknesses?

Step 3. Is there congruence between your self-analysis and the external analysis? If so, you’re lucky. If not, why not? What direction is the incongruence? How would you reposition yourself? Remember it does not matter what you think of yourself. Other people’s perception of you is the reality. While what your friends and family say may not be completely true, that perception is how the world sees you.

Step 4. Based on the analyses above, what is the “feature-benefit” model that you offer. Every feature a product offers yields an identifiable and distinguishable benefit for their customer or client. Car companies don’t sell 60” back seat; they sell that the car can seat four people comfortably. A dominant feature of Nordstrom is the personalized service but the customer benefit is a feeling of being accorded individualized attention.

Delivery options:

It is important that you show your creativity in this assignment. Here you will see some guidelines but feel free to innovate.

(Option a) You can create a 5 minute video that you can post in YouTube, or in the server of your choice. It is a good idea to create a script to follow as you record this video, or else, you may go overtime or miss some of the points you want to make.

(Option b) If you prefer to do more text or combine files, you can also create a blog, wiki, or web site.

4. Marketing Plan Assignment

A marketing plan is a business document written for the purpose of describing the current market position of a business and its marketing strategy for the period covered by the marketing plan. The purpose of creating a marketing plan is to clearly show what steps will be undertaken to achieve both the business' marketing objectives and its long-term growth targets.

A typical small business marketing plan might include a description of its competitors, the demand for the product or service, and the strengths and weaknesses from a market standpoint of both the business and its competitors.

Other elements usually contained in a marketing plan include:

- Description of the product or service, including special features
- Marketing budget, including the advertising and promotional plan
- Description of the business location, including advantages and disadvantages for
marketing

- Pricing strategy
- Market segmentation (specializing in specific niche markets or, if mass marketing, how marketing strategy might differ between different segments, such as age groups).

In ENG466, the marketing plan assignment is a **group project** requiring you and your group members to write a formal marketing plan for your future business. You can imagine the product/services of your hypothetical start-up and discuss with your team members on how to make the marketing strategy to achieve the goals.

Each student will sign up to be part of a team (The same team as that of the Marketing Article Analysis Assignments). The teams will then decide a topic to develop as a webpage (Google). There will be several milestones along the semester as the teams work on this assignment. You are expected to do research and develop a webpage (in the Google space) on the chosen topic.

The paper may include text, video, audio and other type of multimedia resources created by your team or from other sources as long as your paper gives proper credit to the authors, your submission will be checked/tested through an anti-plagiarism software. The project should be 10 to 12 pages long or 5000 words at least. The grading criteria: 40 points for the group output/final product developed by the group members. 40 points for the weekly milestones/deadlines and 20 points would be awarded on the basis of individual's performance (contribution at each step his/her coordination, communication and sense of responsibility as a team member assessed by the instructor and other group members).

There are different milestones/deadlines for the group project; you are required to submit your work according to these deadlines on the weekly module.

**Sample Marketing Plan:**

**Principles of Marketing Tutorials**

5. **Harvard Pricing Simulation: Universal Rental Car V2**

All students will participate in the Pricing Simulation: Universal Rental Car V2, published through Harvard Business School publishing. The simulation plays like a game, and we have found it very
We hope that students find that simulation not only interesting, but a powerful learning experience where you see the results of effective and ineffective application of course concepts. You will benefit from running the simulation multiple times (3 scenarios) with increasing complexity (scenarios). This single-player simulation includes three pre-set scenarios (a, b and c) to meet specific learning objectives. You will play this Simulation for three weeks starting from week 10. In week 10 you will play Scenario “A”, in week 11 Scenario “B” and in week 12 Scenario “C”.

**Description:**

At a Florida rental car agency, you assume the role of a district manager responsible for setting prices for rental cars across three Florida cities: Miami, Orlando, and Tampa. Over 12 simulated months, you will analyze price sensitivity between leisure and business travelers and consider strategies that maximize rentals across weekdays and weekends in each city. Demand for rental cars can vary depending on the month and whether the location is more popular with business or leisure travelers. Unrented cars have associated holding costs while running out of cars is lost opportunity for profit. You can make periodic inventory adjustments among the locations to match anticipated demand. The market for rental cars in Florida is intensely competitive and you must also consider the likely competitive response to their pricing decisions. Ultimately, you will analyze the economic, seasonal, and competitive forces of the rental car market and develop a pricing strategy to maximize the cumulative profit for the firm.

**Learning Objectives:**

- Understand the nature and dynamics of consumer response to price (price elasticity).
- Account for demand differences across customer segments and regions.
- Understand and plan for seasonal variations in demand.
- Explore the impact of pricing decisions on firm profitability.
- Use pricing strategies to optimize inventory.
- Anticipate and understand competitive reactions to pricing decisions.
- Understand how price and general economic conditions affect overall market demand.

To register and buy the CMS please visit: [https://cb.hbsp.harvard.edu/cbmp/access/38297280](https://cb.hbsp.harvard.edu/cbmp/access/38297280)

**Grading.**

This assignment is worth 100 points and 10% of your grade. To be graded, you will need to complete 3 scenarios and the Discussion part of this assignment in the forum below. You will receive 25 points for your performance in each scenario and 25 points for your performance in simulation discussion forum. To get performance points: you are required to earn $10 million profit in each Scenario while marinating good market share.

6. **Exams**

There will be two exams in the course. These will be timed exams. There will be one midterm exam and a final exam. The exams will consist of multiple-choice, open-ended and true/false questions from the text and other course activities. The details of the
exams will be posted on the Compass website.

7. Class Attendance and Participation

Students are required to attend all the classes and participate actively in class discussion.

Compass Survey

Each student will complete a pre and post-course Compass survey and ICES survey.

Student Roster

Each student is required to complete Student Roster or Class Roster. You are required to add a wiki page to this roster with a little information about yourself. Instructions for how to do this assignment can be found in the weekly module for the week one.

A NOTE ABOUT EMERGENCIES AND EXAM DATES:

In order to be as fair as possible to everyone in the class, deadlines will be strictly enforced, regardless of personal emergencies, technical problems, etc. You will have plenty of time to complete exams, chapter quizzes, online component quizzes, so please DO NOT wait until the last minute. If you wait until the deadline, issues such as illness or problems with the University server might make it impossible for you to complete the assignments.

Important Point for all the quizzes and exams

Occasionally, IL Compass may not record your submission because of a wireless or faulty connection. If this happens to you, let us know no later than a week after you take the quiz. If you want to make sure that your quiz was recorded go to the quiz in IL Compass and click on “View Submission”. If you don’t see that button in the quiz, it means it was not submitted properly.

STATUTE OF LIMITATIONS:

Exam grades, quiz grades, extra credit and final grades are non-negotiable and final. Grades will only be changed if the grade results from a mathematical or record-keeping error. It is important that each student frequently checks their class grades and immediately notifies the instructor of any discrepancies that have been discovered. After the posting of grades, you will have one week to notify the instructor about any grading issues or errors. After this time period, no corrections or recalculations will be made.

CLASS POLICIES:

- Policy on academic misconduct: Illinois is committed to a policy of
honesty in academics. Conduct compromising this policy will result in academic and/or disciplinary action. Cheating and plagiarism are violations of student academic behavior standards. Any student who violates or knowingly helps another student violate academic behavioral standards will be pursued through the Office of the Dean of the College of Business Administration and through the Dean of Students at UI. (Source: The Student Handbook). In particular, all work you submit in this class must be your own, original work or that of your team. The standard penalty for any instance of academic dishonesty is an ‘F’ for the course. 

Your submission will be checked/tested through an anti-plagiarism software.

SPECIAL NEEDS:

The University of Illinois is committed to providing reasonable accommodations for students with disabilities in order to allow for equal learning opportunities. If you need such accommodations, please contact Disability Resources and Educational Services at (217) 333-1970. Also, if you are likely to have religious obligations that will conflict with the due dates for particular assignments, please contact the instructor immediately.

FINAL NOTE:

The tentative schedule is provided on Compass. Changes to the syllabus may be made to reflect the needs of the class. Any changes will be announced in class and/or on the course web site (Compass). It is the students’ responsibility to stay aware of any changes made.

FULL COURSE SCHEDULE:

Please find the full and updated course schedule for ENG/TE 466 In Compass2g Course Information folder.

CASE ANALYSIS ASSIGNMENT LINKS:

Chapter 2
Strategic Marketing Planning: Samsung vs. Apple

Content: Samsung’s master marketing plan — initiated in 2012 and playing out through this year — appears to have worked well against Apple, but judging returns is a bit tricky. There are several impressive takeaways from the Samsung marketing plan roadmap.

Chapter 3
Can Japan reboot its anti-innovation start-up culture?

Content: Japan has long been hailed as one of the world’s most developed nations. But when it comes to innovation, things are less rosy. Why is it stifling its start-ups?

Chapter 5
Cisco Systems: Case Study in Alliance Best Practices
Content: Cisco leveraging alliances for economic performance in a challenging economy.

Chapter 7
CEMEX - Profiting by Identifying Customer Needs and Wants
http://www.jonathantscott.com/educational-materials/entrepreneurship/audencia-nantes-school-of-management/case-studies/1
Content: How CEMEX increased their profit by identifying customer’s needs. (By focusing on poor people)

Chapter 8
Why Wesabe Lost to Mint
http://blog.precipice.org/why-wesabe-lost-to-mint/
Content: A great way to underscore the importance of a customer-focused product manager within a technology startup is to look at how Wesabe lost its first-mover advantage in the personal-finance industry to Mint.

Chapter 9
Dell: Distribution and supply chain innovation
Content: Using Dell history to illustrate how Dell innovate its supply chain to differentiate itself from competitors.

Chapter 10
How Apple plays the pricing game
http://www.nbcnews.com/id/38980367/ns/business-us_business/t/how-apple-plays-pricing-game/#.U3mjLdLz3tY
Content: Demonstrating how Apple use different pricing methods to sell its products, including price decoys, preference price and bundle price components.

Chapter 12
LEGO: Building communities at LEGO brick-by-brick
Content: LEGO’s branding methods—online community for broader customers; top managers involvement; value fans’ feelings; pay attention to ethic and legal issues; value new ideas and innovation; using social media to update everything and attract more people.